

In the Claims

Please amend claims 13 and 14; and add claims 15-18 as follows.

1. (Previously Presented) In a container comprising a pair of side walls for defining a container interior and at least one open end, and a reclosable sealing device including a first locking member and a second locking member, each formed with a web respectively extending along the side walls adjacent the open end, the first and second locking members being repeatedly matable so that upon mating engagement of the first and second locking elements along their substantially entire lengths, the open end is substantially entirely closed, the improvement comprising:

printed color visual indicia means provided by printing automatically and directly applied across at least one of the webs in the vicinity of the first and second locking members to present various graphics for identity or aesthetic purposes and facilitate locating and closing the sealing device;

wherein the printed color visual indicia means is coated with a clear lamination layer.

2. (Previously Presented) A web arrangement having a pair of webs to be secured to a pair of side walls of a container having a reclosable open end, the web arrangement comprising: a first locking member formed on one of the webs; a second locking member formed on the other of the webs, the first and second locking members being repeatedly matable so that upon mating engagement of the first and second locking members along their substantially entire lengths, the open end is substantially entirely closed, and

printed color visual indicia means directly printed along a length of at least one of the first and second locking members before the webs are secured to the side walls of the container;

wherein the printed color visual indicia means is coated with a clear lamination layer.

3. (Previously Presented) The container of claim 1 wherein the visual indicia means is selected from the group consisting of holographic printing, raised or recessed printing, varied printing covered with a fusion web and tattoo, picture or photo transfer.

4. (Previously Presented) The container of claim 1 wherein the visual indicia means is printed substantially across the entire length of at least one of the webs.

5. (Previously Presented) The container of claim 1 wherein the visual indicia means is printed intermittently across the entire length of at least one of the webs.

6. (Previously Presented) The web arrangement of claim 2 wherein the visual indicia means is selected from the group consisting of holographic printing, raised or recessed printing, varied printing covered with a fusion web and tattoo, picture or photo transfer.

7. (Previously Presented) The web arrangement of claim 2 wherein the visual indicia means is printed substantially across the entire length of at least one of the first and second locking members.

8. (Previously Presented) The web arrangement of claim 2 wherein the visual indicia means is printed intermittently across the entire length of at least one of the first and second locking members.

9. (Previously Presented) In a container comprising a pair of side walls for defining a container interior and at least one open end, and a reclosable sealing device including a first locking member and a second locking member, each formed with a web respectively extending along the side walls adjacent the open end, the first and second locking members being repeatedly matable so that upon mating engagement of the first and second locking elements along their substantially entire lengths, the open end is substantially entirely closed, the improvement comprising:

a printed visual color indicator provided by printing automatically and directly applied across at least one of the webs in the vicinity of the first and second locking members to present various graphics for identity or aesthetic purposes and facilitate locating and closing the sealing device;

wherein the visual indicator is printed either intermittently or continuously across the entire length of at least one of the webs; and

wherein the printed color visual indicator is coated with a clear lamination layer.

10. (Previously Presented) The container of claim 9 wherein the visual indicator is printed intermittently across the entire length of at least one of the webs.

11. (Previously Presented) The container of claim 9 wherein the visual indicator is printed continuously across the entire length of at least one of the webs.

12. (Previously Presented) The container of claim 9 wherein the visual indicator is directly applied across an outer surface of at least one of the webs in the vicinity of the first and second locking members.

13. **(Currently Amended)** The container of claim 12 wherein the visual indicator is confined along ~~only~~ the first and second locking members of the reclosable sealing device.

14. **(Currently Amended)** In a container comprising a pair of side walls for defining a container interior and at least one open end, and a reclosable sealing device including a first locking member and a second locking member, each formed with a web respectively extending along the side walls adjacent the open end, the first and second locking members being repeatedly matable so that upon mating engagement of the first and second locking elements along their substantially entire lengths, the open end is substantially entirely closed, the improvement comprising:

a printed visual color indicator provided by printing automatically and directly applied across an outer surface of at least one of the webs, the printed visual color indicator being confined along ~~only~~ the first and second locking members of the reclosable sealing device, the printed visual color indicator presenting various graphics for identity or aesthetic purposes and facilitate locating and closing the sealing device.

15. **(New)** The container of claim 1 wherein the printed color visual indicia means is directly applied across an outer surface of the at least one web.

16. (New) The container of claim 15 wherein the printed color visual indicia means is confined along the first and second locking members of the reclosable sealing device.
17. (New) The web arrangement of claim 2 wherein the printed color visual indicia means is directly applied across an outer surface of the at least one web.
18. (New) The container of claim 17 wherein the printed color visual indicia means is confined along the first and second locking members.